



**American
Red Cross**

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News Release
NEWS RELEASE

New Flood App Brings Red Cross Safety Info to Mobile Devices
Red Cross also observes Severe Weather Preparedness Week with state partners

INDIANAPOLIS, Monday, March 17, 2014 — The American Red Cross announced its new Flood App to help save lives and reduce losses from floods and flash floods. This free app gives iPhone, iPad and Android users instant access to local and real-time information, so they know what to do before, during and after a flood. The content is available in English and Spanish based on the user's language settings on their mobile device. The app includes location-based, audible NOAA flood and flash flood watches and warnings – even if the app is closed.

Other features of the app include:

- One-touch “I’m safe” messaging that allows users to send a message letting family and friends know that they are out of harm’s way;
- Preloaded content that gives users instant access to critical action steps, even without mobile connectivity;
- Toolkit with flashlight, strobe light and audible alarm to let others know where you are;
- Locations of open Red Cross shelters;
- Real-time recovery resources for returning home and cleaning up; and
- Badges users can earn through interactive quizzes and share on social networks.

The new Red Cross Flood App is being released during National Flood Safety Awareness Week, which runs from March 16-22. The app is the tenth in the Red Cross emergency preparedness app series that puts lifesaving information in the hands of people whenever and wherever they need it. The expert advice in [Red Cross apps](#), which also includes apps for First Aid, tornadoes, hurricanes, wildfires, earthquakes and other services, has been used to help save lives during disasters and medical emergencies. Red Cross apps have been downloaded on nearly 4 million mobile devices.

The Flood App, along with the others, can be found in the Apple App Store and the Google Play Store for Android by searching for American Red Cross or by going to redcross.org/mobileapps. Apps can help prepare people for disasters, but they are not a substitute for training. Red Cross First Aid and CPR/AED training empowers people to know how to respond to emergencies in case advanced medical help is delayed. People can visit redcross.org/takeaclass for course information and to register.

The American Red Cross also is observing Severe Weather Preparedness Week, March 16 -22 with its state agency partners: the Indiana Public Safety Commission, Indiana Department of Education, Indiana State Police, Indiana Department of Transportation, and the Indiana Department of Homeland Security, in cooperation with the National Weather Service, the Indiana Broadcasters Association, local emergency management and the amateur radio community. As part of Severe Weather Awareness Week, on Thursday, March 20, a test of the Emergency Alert System will sound both in the morning and evening on commercial radio, television networks and all-hazards radios. These drills provide an excellent opportunity for families, schools and businesses to practice their weather safety action plan.

About the American Red Cross:

The American Red Cross shelters, feeds and provides emotional support to victims of disasters; supplies about 40 percent of the nation's blood; teaches skills that save lives; provides international humanitarian aid; and supports military members and their families. The Red Cross is a not-for-profit organization that depends on volunteers and the generosity of the American public to perform its mission. For more information, please visit redcross.org or visit us on Twitter at [@RedCross](https://twitter.com/RedCross).